CALTRANS REGIONAL OPERATIONS FORUMS

Communicating the Value of Operations

Why Communicate the Value?

▶ Compete for funding

▶ Gain support for TSMO as a field/practice

▶ Build partnerships/collaboration

▶ Explain what taxpayers/investors got for their money

▶ **What are other reasons?**

Communicating Value

▶ "Value" is subjective…

   ↳ Different audiences have different views of <u>value</u>

▶ What do your stakeholders think is valuable?

   ↳ Mobility improvements and time savings

   ↳ Safety improvements

   ↳ Cost/benefit of operations vs. capital improvements

   ↳ Jobs generated or preserved

   ↳ Performance under budget

   ↳ Customer perception/strong public opinion

   ↳ Regional leveraging and partnering

   ↳ Project delivery schedules

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Challenges to Communicating the Value of TSMO

▶ Defining and describing TSMO
  ↳ Still a relatively new field
  ↳ Sprinkled across multiple transportation agency groups and divisions (TE, safety, maintenance, ops)... hard to explain that it's different and should be separate field

▶ Agency cultures are changing but are still rooted in a traditional construction culture
  ↳ High value placed on delivering visible projects

▶ Is TSMO part of local agency culture here in District 5?

▶ What other challenges do you see?

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How to Tell the Story

▶ TSMO-related performance measures
  ↳ Dashboard/performance report

▶ Cost and benefit information for TSMO strategies
  ↳ Local experience
  ↳ Nationally
  ↳ Peers

▶ Deployment success stories
▶ **What other information would be useful?**

TSM&O Deployment Success Stories

▶ **What are some success stories for the 101 corridor?**

▶ Other Examples

    ↳ FSP testimonials from comment cards

    ↳ Special events that went smoothly

    ↳ Work zone management efforts like "Carmageddon"

▶ Are these recognized as TSM&O in action?

Who is Your Audience?

▶ Decision makers vs. influencers vs. implementers

▶ Agency organizational leadership

▶ Other agency departments

▶ Elected officials

▶ Regional agencies

▶ Partner agencies

▶ Private sector

▶ Public

▶ Media

I-5 Golden State Gateway

▶ Coalition to support improvements on I-5
  ↳ Public, private, business leaders

▶ Business case emphasizes:
  ↳ Relieving congestion and improving mobility
  ↳ Public safety
  ↳ Facilitate goods movement
  ↳ Jobs and economic development

▶ Updates and links to current projects
  ↳ HOV lanes and capacity expansion
  ↳ Multimodal
  ↳ Operating system enhancements

Colorado – I-70 Mountain Corridor

CDOT focusing on a corridor to show deployment success

▶ Efforts spread out statewide can lose their significance

▶ Focus on a challenging corridor can tell a meaningful story

↳ Can do enough to show the difference

↳ Can provide specific examples of what TSM&O can do

▶ Coalition building

▶ End of season performance report for I-70 corridor

Why TSM&O for CDOT?

▶ **486** traffic fatalities in Colorado in 2014

▶ **3,326** serious injury crashes in Colorado in 2014

▶ **49** hours of annual delay for Denver commuters

▶ **59%** of our system's lane miles are congested

▶ **$1.6** Billion annual cost of congestion

▶ **$3** Billion annual economic cost of crashes

▶ **22** minutes of average daily delay, **44** minutes in 2022

▶ Incredible impacts to health, the environment, and the economy

▶ *Fixing these problems with only traditional methods is cost and time prohibitive.*

Source: Colorado DOT, 2015

Decision Makers/Elected Officials

▶ Deal with many issues - limited time to address any issue

▶ Their own interest areas

▶ Broader policy context

▶ Very dependent on staff

▶ Inter-personal relationships often key to getting things done

▶ Like to be given credit and recognition (shorter timetables)

▶ Sensitive to fiscal constraints

▶ Prefer "plain speak" to jargon

▶ Can help to get them involved - panelist at key meetings

Packaging the Message for Agency Decision Makers

▶ Concise Facts/Numbers and Narrative
  - ↳ Pros/Cons
  - ↳ Costs (funding, staff)
  - ↳ Benefits
  - ↳ Risks

▶ Trade-offs: If we do that, what else can't we do?

▶ Consider who they rely on in making decisions (influencers)

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Audiences: Other Departments/ Functions

▶ Planning (DOT, MPO, local)

▶ Design, Project Delivery

▶ Information Technology

▶ Finance

▶ Communications/PIO

↳ Do they understand TSM&O? the value of TSM&O?

↳ Do they consider TSM&O needs when they do their jobs?

↳ Can they help you get TSM&O funded? Deployed? Increase external awareness?

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Audiences: Regional Leaders

▶ Understand the environment in which they operate

▶ Demonstrate how operations can leverage regional fiscally constrained budgets/resources

▶ Make sure issues are easily understood and communicated

▶ Consider possible influence of industry leaders

▶ Get to the right advisory staff

  ↪ Agency senior leaders may be a viable conduit

Strengthening Regional TSMO Relationships

▶ Collaborative momentum to advance TSMO

▶ Leverage regional funding and resources
  ↳ shared communications infrastructure
  ↳ shared operations responsibilities
  ↳ consistent approach to infrastructure selection and deployment

▶ "Regionalism"

▶ Increase visibility
  ↳ program branding
  ↳ highlight achievements

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Audiences: The Public

▶ Public is an important audience, but also an important influencer

- ↳ Are taxpaying customers - and voters
- ↳ Speak up on social media
- ↳ Contact elected officials
- ↳ Can affect Agency reputation

▶ Effective public outreach = effective decision maker outreach

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Public/Customer Outreach

▶ Importance of customer service
- ↳ Tangible links to the public
  - ↳ Traveler Information
  - ↳ Freeway Service Patrol
- ↳ Capitalize on successes
- ↳ Address issues

▶ Tools for gauging public perception
- ↳ Social media
- ↳ Customer feedback surveys
- ↳ Process for following up on feedback

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Audiences: The Media

▶ Media has different objectives

▶ Educate media about transportation processes, and vice versa
- ↳ Educational "Media Summits"
- ↳ Educate new traffic reporters about available tools
- ↳ Open house at TMC – asset/info available

▶ Collaborate with your PIOs
- ↳ They have the best relationships with media outlets
- ↳ They know what will resonate with the public

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Communicating the Value of Operations:

TOOLS and EXAMPLES

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Value of Signal Retiming - Houston

HOUSTON ★ CHRONICLE
HOUSTON

WORLD	SPORTS	BUSINESS	OPINION	ARTS & ENTERTAINMENT	LIFESTYLE
Texas	HC Investigations	Special Sections	Traffic	Weather	Obituaries

Traffic light timing keeps congestion in sync

▶ **20% time savings for synchronized signals**

▶ **20 min vs. 16 min average trip**

▶ **Reducing delay saves fuel**

▶ **800 of 2300 timed this year**

▶ **Analysis and updates as conditions change**

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High Visibility Examples

▸Integrated Corridor Management
- ↳ Combines freeway, arterial and transit operations
- ↳ Collaborative operations
- ↳ Data and infrastructure sharing

▸Traffic Incident Management Programs
- ↳ Transportation, Public Safety, EMS, private tow companies
- ↳ Successful in bringing partners together
- ↳ Strong link to safety

▸MnDOT Shut Down of Ramp Meters

Florida DOT Newsletter

▶ Promotes/highlights different TSMO Areas
- ↳ TIM
- ↳ Traveler Info
- ↳ Freeways/expressways
- ↳ Disaster response

▶ Success stories, awards

▶ Performance measures

▶ New projects/programs

▶ New technologies

Conveying Benefits to the Public

Working with the Media

Berkeleyside.com http://www.berkeleyside.com/2015/07/28/coming-soon-less-traffic-with-a-smart-interstate-80/

Coming soon: Less traffic with a smart Interstate 80

By Frances Dinkelspiel — July 28, 2015 7:00 am

When the I-80 Smart Corridor Project is completed in late 2015, motorists will see signs telling them about the traffic flow before them. Photo: Smart Corridor Project

Motorists driving south on Interstate 80 near Gilman might have been surprised recently by a new sign with flashing "Xs," yellow and green arrows, or a "30" or "55."

The sign is part of the I-80 Smart Corridor Project, an ambitious and technologically advanced $79 million endeavor to smooth the travel of the 270,000 cars that traverse from the Carquinez Bridge to the Bay Bridge each day.

That stretch of road is frequently regarded as the worst in the Bay Area. Driving the eight miles from Richmond to Emeryville can take as little as 20 minutes or more than an hour, according to transportation planners.

To alleviate that congestion, Caltrans, along with local county transportation agencies, is constructing a network of integrated electronic gantries that will provide real time traffic information that has been collected by sensors and cameras on the freeway and nearby roads. In addition, Caltrans is adding 44 metered on-ramps and signs on auxiliary streets like San Pablo Avenue.

smart corridor INTERSTATE 80 INTEGRATED CORRIDOR MOBILITY

I-80 SMART Corridor Project

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Using Soundbites

► TSMO strategies help address congestion in the near term at a lower cost than options which require additional pavement

► Traffic signal timing is rated one of the most cost-effective urban transportation improvements

► Strategies that improve traffic flow and reduce congestion also reduce emissions and improve air quality

► It is important to make the most effective use of the *existing* infrastructure before adding capacity

► Providing real-time information to travelers allows them to make choices about when and how they travel

Using Key Facts/Data

▶ Cost of adding lanes to an existing highway can be more than 10 times the yearly cost of effective management

▶ Electronic toll collection can yield substantial savings in travel time: 10 to 30% participation rate in ETC yielded B/C ratios from 2:1 to 3:1

▶ Traffic signal optimization can decrease delay substantially (13% to 94%) while improving safety at a fraction of the cost of infrastructure capacity expansion

▶ Congestion costs the average traveler an extra 38 hours of travel time and 26 gallons of fuel each year

Using Visuals

California Department of Transportation
Mobility Performance Report 2010

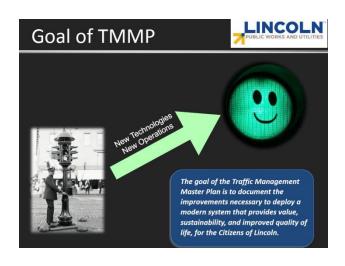DISTRICT 12 BOTTLENECKS AND CONGESTED SEGMENTS, PM PEAK PERIOD

Bottlenecks and Congestion
District 12, PM Peak (3 PM to 8 PM)

More Tools for Communicating the Value of Operations

▶ Annual reports and dashboards

▶ Social media to promote success stories

  ↳ Share TSMO achievements and performance statistics

  ↳ Announce new programs and services

  ↳ Track 'likes' and re-tweets for specific features and stories

  ↳ Partner with PIO

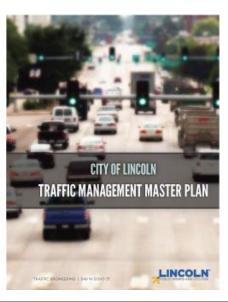▶ Infographics

▶ Executive/Decision Maker Edition of Materials

Green Light Lincoln

▶ TSMO initiative in Lincoln, NE
  ↳ Explaining the initiative
  ↳ Making the case for it

Resources

▶ SHRP2 L17 Business Case Primer: Communicating the Value of Transportation Systems Management and Operations

▶ SHRP2 L31 "CEO" focused presentation: *Operations in the 21st Century DOT: Meeting Customer Expectations* and guide book

▶ FHWA Operations Story (FHWA-OP-04-059)

▶ AASHTO Subcommittee on Transportation Communications

   ↳ New tools and strategies (incl. social media)

Resources: National Operations Center of Excellence

▶THE place to go for TSMO information and peer exchange

▶Launched January 2015
  ↳ Collaboration of AASHTO, ITE, ITSA with support from FHWA

▶Website and Technical Services Program
  ↳ **"Why TSMO?" business case info**
  ↳ Technical resources
  ↳ Calendar of events from many sources
  ↳ Discussion forums
  ↳ Peer exchanges
  ↳ Webinars
  ↳ Case studies, and much more

www.transportationops.org